



# Public Service Commission of Wisconsin

Daniel R. Ebert, Chairperson  
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PSC REF#: 85497

Public Service Commission of Wisconsin  
RECEIVED: 11/12/07, 9:29:15 AM

November 12, 2007

The Honorable Roger Breske  
State Senator  
P.O. Box 7882  
Madison, WI 53707-7882

Re: Area Code Relief for 715 Area Code

5-TN-100

Dear Senator Breske:

Thank you for your recent letter expressing your thoughts about the options for area code relief in the 715 area.

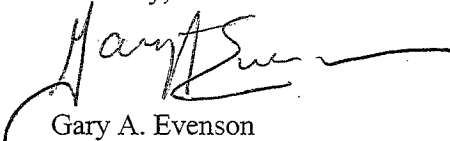
As you know, the two options presented to the Commission for area code relief are an overlay and a split. With an overlay, a second area code would co-exist with 715 over the same geographic footprint in northern Wisconsin. No one would need to change phone numbers, but per Federal Communications Commission (FCC) directives, all calls—even local calls—would have to be dialed using the area code.

With a geographic split, the current 715 area would be divided. One side would keep 715 and the other side would change to the new area code. With a split there is no need to use the area code for most local calls, but on one side of the area code demarcation line, customers would need to change any written materials that display their telephone number.

In your recent letter, you ask for consideration of keeping 715 as the area code given the number of businesses and tourist attractions in your district's part of the 715 area. You also raise the idea of leaving 715 as the area code for landline users, but assigning the new area code to cellular phones. This cellular idea has been raised before. The FCC (which has primary jurisdiction over telephone numbering) has taken this option off the table. In the interest of technologic and competitive neutrality, the FCC has stated that assigning a new area code to the wireless industry is not acceptable public policy.

Thank you for sharing your views. The Commission is expected to consider the 715 situation in the next few months. Your thoughts and those of the dozens of 715 consumers who filed comments with the Commission are important inputs to the process. We appreciate that you took the time to express your views.

Sincerely,



Gary A. Evenson  
Administrator  
Telecommunications Division

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PS: It was good to meet you in Niagara last month and to have a chance to discuss this issue.